



**The Stone Soup Leadership Institute's Blue Job Shadow Day
Featuring Perry Raso • February 6, 2025**

The Stone Soup Leadership Institute will welcome Perry Raso, founder of Matunuck Oyster Farm, as our speaker for Blue Job Shadow Day 2025. Perry received the 2024 Cronkite Award for Ocean Champions for his leadership in the Blue Economy in New England. The award ceremony was held during Climate Week NYC and the UN General Assembly to spotlight UN Goal #14 • *Life Below Water* and the *UN Ocean Decade: 2021-2030*.

The Blue Economy presents an opportunity for coastal communities like the San Francisco Bay Area and its world class restaurants. **At the Blue Job Shadow Day event** – planned for the first week of February – Perry Raso will share his journey and exchange in a dialogue with local business, education, and government leaders as well as investors and students to exchange ideas about how we might build a Blue Economy ecosystem in the Bay Area.

Blue Job Shadow Day 2025 could lead to a speaker series on the Blue Economy –from topics like blue tech and blue finance to marine biology and research to clean water management – and sustainable fisheries. Aquaculture is the fastest-growing form of food production on the planet, with revenues of \$330 billion in 2024. This industry will help to offset the impact of climate change on decreased fish supplies and the global demand that is expected to double by 2050. Meeting this demand depends on strengthening our sustainable fishing systems and investing in sustainable workforce development programs – here in the Bay Area and around the world.

One of Perry's mentors was the Bay Area's John Finger, founder of Hog Island in Tamales Bay in 1983. The company now has seven locations, from their Marshall farm to San Francisco's Ferry Building, Humboldt Bay, Napa, Larkspur, and Tony's Seafood—with \$30 million in revenues. They welcome over 1,000 local students each year to learn about the farm.

Perry is featured in the book, *Stone Soup for a Sustainable World* and the *Stone Soup Climate Education Curriculum Link*. He started small, with a one-acre sustainable farm where he grew oysters and sold them at the farmers' market. The Matunuck Oyster Farm is now growing 10 -15 million oysters, producing an annual revenue of \$1.2 million. In 2023, Perry received \$2.4 million in federal funds for Matunuck Shellfish Hatchery and Research Center. He has built his workforce from the ground up – by offering farm tours to local students and recruiting them for jobs, where *everyone* starts as a shucker in his restaurant.

Invited Guests and Partners

- Business and government leaders: to embrace the Blue Economy in their economic development strategies;
- College leaders: to broaden academic programs to offer sustainability certificates for the Blue Economy;
- The sailing community and investors seeking new opportunities: to preserve and protect the Bay;
- Students, educators and career counsellors: to broaden awareness of career pathways in the Blue Economy.

Stone Soup Leadership Institute • www.stonesoupleadership.org

About the Stone Soup Leadership Institute Building Bridges • Creating Partnerships • Strengthening Communities

For the last 28 years, the Institute has worked with coastal communities and islands in the Blue Economy: from Martha's Vineyard to Newport, Rhode Island, and other New England coastal communities to the islands of Hawaii, Vieques, Puerto Rico, the British Virgin Islands, and the Philippines. Recognized as a global leader in sustainable workforce development, we've built bridges with business, government, education, and community leaders, and facilitated strategic initiatives and public-private partnerships to develop sustainable workforce development programs. The Institute's [Case Studies](#) spotlight how the Stone Soup Model uses our educational tools, trainings and initiatives as a roadmap for how communities can build a more sustainable world.

The Institute's **Blue Job Shadow Day** builds on three decades of leading Job Shadow Days on Martha's Vineyard and in other communities around the world. In 1994 we developed the first Job Shadow Day in partnership with the San Francisco Chamber of Commerce. Over the years this one-day event grew, and was adopted by national organizations and the US Department of Labor. In 2022, the Institute launched its first **Green Job Shadow Day** to build a workforce pipeline and fast-track the Green Economy by connecting sustainability-oriented professionals with students in marginalized communities so they can pursue green careers. This free one-hour Brown Bag Lunch workshop broadened educators and career counsellors' exposure to career opportunities in the Green Economy and give them tools to prepare their students for good-paying jobs. Following Green Job Shadow Day, the Institute conducted a green workforce training program with President Biden's Climate Corps and the City of Boston's PowerCorpsBOS that exposed students to sustainable career pathways and inspired them to pursue higher education so they can realize their financial goals while protecting Boston from the climate crisis.

- ***Sustainable Workforce Development: From a Vision to Action*** [Blog & video](#)
- **Green Job Shadow Day 2024** Video [link](#) & Blog [link](#)
- **Sustainable Career Pathways Video Series** [link](#)

The Institute's Sustainable Workforce Development Network: [Sustain WDN™](#)

SustainWDN™ is a cutting-edge online platform that connects blue/green companies with educators and guidance counselors to guide students toward sustainable career pathways. The SustainWDN™ Surveys collect data on local company job projections so schools and community colleges can adjust their academic offerings to prepare their students for local jobs. The Institute's initiatives like Job Shadow Day and Sustainability Tours help students discover how they can get jobs with green/blue companies. This community-based workforce development pipeline provides crucial information to keep up to date with opportunities in the blue/green economy and the estimated 10 million jobs that are projected for the next decade. Communities can develop public-private partnerships to customize their workforce development programs and build sustainable regional ecosystems.

Blue Economy Opportunity: Sustainability-Oriented Certificates

Growing this workforce to adapt to climate change requires all hands on deck. Educators and career counselors are the gatekeepers with the most power to influence high school students to pursue sustainable career pathways. For many underprivileged students, the 1-2-year sustainability-oriented certificates offered at some community colleges offer them opportunities for good-paying jobs in local climate resiliency initiatives.

SustainWDN™ – From Climate Education to Sustainable Career Pathways

- Inspires young people with sustainability practitioner speakers featured in *Stone Soup for a Sustainable World*;
- Builds bridges between youth, educators, and blue-green companies;
- Individualizes pathways for youth to develop STEM careers;
- Customizes workforce development opportunities by region;
- Develops planning tools for the transition to a sustainable economy.

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